

Listing of Claims:

1-14 (Cancelled)

15. (Previously Presented) A method for conducting an auction to produce a winning bidder who receives the subject of the auction in exchange for the winning bid, the auction having bidders, where a plurality of bidders have data input devices for communicating over a network to the auction site, comprising:
- generating an asking bid;
 - displaying at the auction site in real-time, the asking bid;
 - broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices;
 - generating bid acceptance signals representing a desire to acquire the subject of the auction at a current bid by the bidders using the data input devices communicating over the network to the auction site;
 - delaying a variable controlled time window before accepting a first of a plurality of bid acceptance signals;
 - monitoring the network for bid acceptance signals;
 - accepting a first bid acceptance signal after the variable controlled time window;
 - identifying the bidder whose bid acceptance signal was accepted as the current bidder;
 - changing the asking bid to the current bid;
 - adjusting the variable controlled time window before accepting subsequent bid acceptance signals to a second variable controlled time window;
 - generating a second asking bid;
 - displaying at the auction site in real-time, a second asking bid and the current bid;
 - broadcasting in real-time over the network the second asking bid and the current bid to at least one of the plurality of bidders;
 - delaying the second variable controlled time window before accepting subsequent bid acceptance signals;
 - monitoring the network for bid acceptance signals;

accepting a first bid acceptance signal after the second variable controlled time window;
identifying the bidder whose bid acceptance signal was accepted as the new current bidder; and
changing the second asking bid to the new current bid.

16. (Previously Presented) The method of claim 15, further comprising:
repeating a cycle of generating, displaying, broadcasting, generating, delaying, monitoring, accepting, identifying, and changing, at least one additional cycle, each cycle starting with a new asking bid and ending with a new current bid which was the previous new asking bid and new current bidder;
terminating the acceptance of bid acceptance signals before a new bid acceptance signal is communicated over the network to the auction site;
identifying the most recent current bid as the winning bid;
identifying the most recent current bidder as the winning bidder; and
closing the auction.
17. (Previously Presented) The method of claim 16, further comprising adjusting the variable controlled time window before accepting bid acceptance signals to a modified variable controlled time window, wherein the adjusting occurs after one time window and prior to the next time window during the auction.
18. (Previously Presented) The method of claim 17, wherein for at least one cycle during the auction after one time window and prior to the next time window, the time window before accepting bid acceptance signals remains the same.
19. (Previously Presented) The method of claim 15, wherein generating a second asking bid comprises generating a second asking bid by incrementing the current bid by a predetermined amount.
20. (Previously Presented) The method of claim 19, further comprising:
repeating a cycle of generating, displaying, broadcasting, generating, delaying, monitoring, accepting, identifying, and changing each time starting with a

new asking bid and ending with a new current bid which was the previous new asking bid and a new current bidder at least one additional cycle;
generating an asking bid by incrementing the most recent current bid by a predetermined amount;
displaying at the auction site in real-time, the most recent generated asking bid and the most recent current bid;
broadcasting in real-time over the network the most recently generated asking bid and the most recent current bid;
delaying the most recent variable controlled time window before accepting bid acceptance signals;
monitoring the network for bid acceptance signals;
terminating the acceptance of bid acceptance signals before a new bid acceptance signal is communicated over the network to the auction site;
identifying the most recent current bid as the winning bid;
identifying the most recent current bidder as the winning bidder; and
closing the auction.

21. (Previously Presented) The method of claim 20, further comprising adjusting the predetermined amount to increment the most recent current bid to a modified predetermined amount to increment the most recent current bid, wherein the adjusting occurs after one generation of an asking bid and prior to the next generation of an asking bid during auction.
22. (Previously Presented) The method of claim 21, wherein for at least one cycle during the auction after one generation of an asking bid and prior to the next generation of an asking bid the predetermined amount to increment the most recent current bid remains the same.
23. (Previously Presented) The method of claim 15, wherein generating of asking bids comprises generating asking bids in a plurality of currency valuations.

24. (Previously Presented) The method of claim 15, wherein the data input devices comprise telephones and monitoring the network includes sensing dual tone multi-frequency signals generated by the data input devices.
25. (Previously Presented) The method of claim 15, wherein broadcasting comprises broadcasting via television network..
26. (Previously Presented) The method of claim 25, wherein broadcasting via the television network comprises broadcasting via a satellite.
27. (Previously Presented) The method of claim 25, wherein broadcasting via the television network comprises broadcasting via a cable network.
28. (Previously Presented) The method of claim 25, wherein broadcasting via the television network comprises broadcasting via conventional television broadcasting.
29. (Previously Presented) The method of claim 15, wherein the network comprises:
 - a telephone network selected from the group consisting of a conventional telephone network, cellular network, satellite communications system, and the internet; and
 - a video network selected from the group consisting of a satellite communications system, cable broadcast system, conventional television broadcast system, and the internet.
30. (Previously Presented) The method of claim 15, wherein the communication over the network comprises communication of data over the internet.
31. (Previously Presented) The method of claim 15, wherein displaying and broadcasting further comprise displaying and broadcasting information regarding the most recent current bidder.
32. (Previously Presented) The method of claim 31, wherein information regarding the most recent current bidder further comprises identifying the location of the most recent current bidder.

33. (Previously Presented) The method of claim 31, wherein information regarding the most recent current bidder comprises identification of the most recent current bidder.
34. (Previously Presented) The method of claim 15, wherein the auction site comprises the location of at least one computer participating in running the bidding system.
35. (Previously Presented) The method of claim 15, wherein the auction site comprises the location of the auctioneer.
36. (Previously Presented) The method of claim 15, wherein the auction site comprises the location of at least one computer participating in running the bidding system and the location of the auctioneer.
37. (Previously Presented) The method of claim 36, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same building.
38. (Previously Presented) The method of claim 36, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same complex.
39. (Previously Presented) The method of claim 36, wherein the auctioneer is located in a different building than the at least one computer participating in running the bidding system and hence wherein the auction site comprises more than one location.
40. (Previously Presented) The method of claim 15, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site.
41. (Previously Presented) The method of claim 40, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different city than the auction site.

42. (Previously Presented) The method of claim 40, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different building but in the same complex as the auction site.
43. (Previously Presented) The method of claim 40, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different room but in the same building as the auction site.
44. (Previously Presented) The method of claim 40, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in the same hall as the auction site but is in a portion of the hall where the bidder is relying on the broadcast and a data input device to successfully participate in the auction.
45. (Previously Presented) The method of claim 15, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located at the auction site.
46. (Previously Presented) The method of claim 15, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site and to at least one of the plurality of bidders having data input devices located at the auction site.
47. (Previously Presented) The method of claim 15, wherein:
the variable controlled time window is a controlled amount selected from the range of
between 0.2 and 3.5 seconds; and
the second variable controlled time window is a controlled amount selected from the
range of between 1.5 and 3.5 seconds.

48. (Previously Presented) The method of claim 15, wherein:
- the variable controlled time window is a controlled amount selected from the range of between 0.3 and 1.5 seconds; and
- the second variable controlled time window is a controlled amount selected from the range of between 1.75 and 2.25 seconds.
49. (Previously Presented) The method of claim 15, wherein:
- the variable controlled time window is a controlled amount selected from the range of between 0.5 and 1.0 seconds; and
- the second variable controlled time window is a controlled amount selected from the range of between 1.75 and 2.25 seconds.
50. (Previously Presented) The method of claim 15, further comprising the action of:
- measuring the time between one action of accepting a first bid acceptance signal after the variable controlled time window and the next subsequent action of accepting a first bid acceptance signal after the variable controlled time window; wherein
- the action of adjusting the variable controlled time window before accepting subsequent bid acceptance signals to a second variable controlled time window; further comprises adjusting the variable controlled time window before accepting subsequent bid acceptance signals to a second variable controlled time window when the time between subsequent accepting actions reaches a controlled multiple of the time for the variable controlled time window.
51. (Previously Presented) The method of claim 50, wherein the controlled multiple is selected from the range of between about 1 and 3.
52. (Previously Presented) The method of claim 50, wherein the controlled multiple is selected from the range of between about 1 and 2.
53. (Previously Presented) The method of claim 50, wherein the controlled multiple is about 1.5.

54. (Previously Presented) The method of claim 15, wherein at least one bid spotter acts as a bidder on behalf of a plurality of bidders, generating bid acceptance signals representing a desire to acquire the subject of the auction at a current bid by using the data input devices communicating over the network to the auction site and wherein if a bid spotter is the winning bidder, then the bidder on whose behalf the bid spotter made the winning bid is the bidder who receives the subject of the auction.
55. (Previously Presented) The method of claim 54, wherein at least one bid spotter and the plurality of bidders on whose behalf the bid spotter is bidding are located at the auction site.
56. (Previously Presented) The method of claim 54, wherein at least one bid spotter and the plurality of bidders on whose behalf the bid spotter is bidding are located in a remote location from the auction site.
57. (Previously Presented) The method of claim 56, wherein the remote location from the auction site is located in a different city than the auction site.
58. (Previously Presented) The method of claim 56, wherein the remote location from the auction site is located in a different building but in the same complex as the auction site.
59. (Previously Presented) The method of claim 56, wherein the remote location from the auction site is located in a different room but in the same building as the auction site.
60. (Previously Presented) The method of claim 54, wherein at least one of the plurality of bidders using data input devices is a bid spotter and at least one of the plurality of bidders using data input devices is a bidder acting on their own behalf.
61. (Previously Presented) The method of claim 54, wherein at least one of the plurality of bidders on whose behalf the bid spotter is acting as a bidder is also independently generating acceptance signals with a data input device.
62. (Previously Presented) A method for conducting an auction to produce a winning bidder who receives the subject of the auction in exchange for the winning bid, the auction

having bidders, where a plurality of the bidders have data input devices for communicating over a first network to the auction site and wherein information from the auction site is broadcast to at least one of the plurality of bidders having data input devices over a second network, comprising:

- generating an asking bid;
- displaying at the auction site in real-time, the asking bid;
- broadcasting in real-time over the second network the asking bid to at least one of the plurality of bidders having data input devices;
- generating bid acceptance signals representing a desire to acquire the subject of the auction at a current bid by the bidders using the data input devices communicating over the first network to the auction site;
- beginning a bid acceptance time window in which to accept bid acceptance signals after delaying a variable controlled amount of time following broadcasting the asking bid;
- monitoring the first network for bid acceptance signals;
- accepting a first bid acceptance signal after the bid acceptance time window begins;
- terminating the bid acceptance time window after receiving the first bid acceptance signal and prior to receiving any subsequent bid acceptance signals;
- identifying the bidder whose bid acceptance signal was accepted as the current bid;
- generating a response communicating confirmation of bid acceptance and communicating the response over the first network to the bidder having the current bid;
- generating a response communicating bid not accepted and communicating the response over the first network to each bidder who communicates a bid acceptance received after the bid acceptance time window terminated;
- changing the asking bid to the current bid;
- adjusting the bid acceptance time window before accepting subsequent bid acceptance signals to a modified bid acceptance time window by modifying the variable controlled amount of time delay after broadcasting the asking bid and before beginning the bid acceptance time window;
- generating a new asking bid;

displaying at the auction site in real-time, the new asking bid and the current bid;
broadcasting in real-time over the second network the new asking bid and the
current bid to at least one of the plurality of bidders having data input devices;
beginning the modified bid acceptance time window after delaying the modified
variable controlled amount of time after broadcasting the new asking bid;
monitoring the first network for bid acceptance signals generated by the data input
devices communicated over the first network to the auction site;
accepting the first bid acceptance signal after the modified bid acceptance time
window begins;
terminating the modified bid acceptance time window after receiving the first bid
acceptance signal and prior to receiving any subsequent bid acceptance
signals;
identifying the bidder whose bid acceptance was accepted as the current bid;
generating a response communicating confirmation of bid acceptance over the first
network to the current bidder;
generating a response communicating bid not accepted and communicating the
response over the first network to each bidder who communicates a bid
acceptance received after termination of the bid acceptance time window;
identifying the bidder whose bid acceptance was accepted as the new current bid;
and
changing the new asking bid to the new current bid.

63. (Previously Presented) The method of claim 62, further comprising:
repeating a cycle of generating, displaying, broadcasting, generating, beginning,
monitoring, accepting, terminating, identifying, generating, generating, and
changing each cycle starting with a new asking bid and ending with a new
current bid which was the previous new asking bid and a new current bidder at
least one additional cycle;
terminating the modified bid acceptance time window before a new bid acceptance
signal is communicated over the first network to the auction site;
identifying the most recent current bid as the winning bid;

identifying the most recent current bidder as the winning bidder; and
closing the auction.

64. (Previously Presented) The method of claim 63, further comprising adjusting the bid acceptance time window before accepting subsequent bid acceptance signals to a modified bid acceptance time window by modifying the variable controlled amount of time to delay after broadcasting the asking bid and before opening the bid acceptance time window, wherein the adjusting occurs after one time window and prior to the next time window during the auction.
65. (Previously Presented) The method of claim 64, wherein for at least one cycle during the auction after one time window and prior to the next time window the variable controlled amount of time to delay after broadcasting the asking bid and before opening the bid acceptance time window remains the same.
66. (Previously Presented) The method of claim 62, wherein generating a new asking bid comprises generating a new asking bid by incrementing the current bid by a predetermined amount.
67. (Previously Presented) The method of claim 66, further comprising:
repeating a cycle of generating, displaying, broadcasting, generating, beginning, monitoring, accepting, terminating, identifying, generating, generating, changing each cycle starting with a new asking bid and ending with a new current bid which was the previous new asking bid and a new current bidder at least one additional cycle;
generating an asking bid by incrementing the most recent current bid by a predetermined amount;
displaying at the auction site in real-time, the most recent generated asking bid and the most recent current bid;
broadcasting in real-time over the second network the most recently generated asking bid and the most recent current bid to bidders;

beginning a bid acceptance time window in which to accept bid acceptance signals after delaying the most recent variable controlled amount of time following broadcasting the asking bid;
monitoring the first network for bid acceptance signals generated by the data input devices communicated over the first network to the auction site;
terminating the acceptance of bid acceptance signals before a new bid acceptance signal is communicated over the first network to the auction site;
identifying the most recent current bid as the winning bid;
identifying the most recent current bidder as the winning bidder; and
closing the auction.

68. (Previously Presented) The method of claim 67, further comprising adjusting the predetermined amount to increment the most recent current bid to a modified predetermined amount to increment the most recent current bid, wherein the adjusting occurs after one generation of an asking bid and prior to the next generation of an asking bid during the auction.
69. (Previously Presented) The method of claim 68, wherein for at least one cycle during the auction after one generation an asking bid and prior to the next generation of an asking bid the predetermined amount to increment the most recent current bid remains the same.
70. (Previously Presented) The method of claim 63, wherein between terminating the modified bid acceptance time window before a new bid acceptance signal is communicated over the first network to the auction site, and closing the auction the method further comprises:
generating a prompt to the winning bidder over the first network seeking confirmation of the winning bid; and
receiving confirmation from the winning bidder over the first network.
71. (Previously Presented) The method of claim 67, wherein between terminating the modified bid acceptance time window before a new bid acceptance signal is communicated

over the first network to the auction site, and closing the auction the method further comprises:

generating a prompt to the winning bidder over the first network seeking confirmation of the winning bid; and
receiving confirmation from the winning bidder generated by the data input devices communicated over the first network.

72. (Previously Presented) The method of claim 62, wherein the first network and the second network collectively comprise a combination of types of communications systems for communicating between bidders and the auction site.
73. (Previously Presented) The method of claim 62, wherein the first network comprises:
a telephone network selected from the group consisting of conventional telephone network, cellular network, satellite communications system, and the internet.
74. (Previously Presented) The method of claim 62, wherein the second network comprises:
a video network selected from the group consisting of satellite communications system, cable broadcast system, conventional television broadcast system, and the internet.
75. (Previously Presented) The method of claim 62, wherein the auction site comprises the location of at least one computer participating in running the bidding system.
76. (Previously Presented) The method of claim 62, wherein the auction site comprises the location of the auctioneer.
77. (Previously Presented) The method of claim 62, wherein the auction site comprises the location of at least one computer participating in running the bidding system and the location of the auctioneer.

78. (Previously Presented) The method of claim 77, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same building.
79. (Previously Presented) The method of claim 77, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same complex.
80. (Previously Presented) The method of claim 77, wherein the auctioneer is located in a different building than the at least one computer participating in running the bidding system and hence wherein the auction site comprises more than one location.
81. (Previously Presented) The method of claim 62, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site.
82. (Previously Presented) The method of claim 81, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different city than the auction site.
83. (Previously Presented) The method of claim 81, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different building but in the same complex as the auction site.
84. (Previously Presented) The method of claim 81, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different room but in the same building as the auction site.
85. (Previously Presented) The method of claim 81, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in the same hall as the auction site but is in a portion of the hall where the bidder is relying on the broadcast and a data input device to successfully participate in the auction.

86. (Previously Presented) The method of claim 62, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located at the auction site.
87. (Previously Presented) The method of claim 62, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site and to at least one of the plurality of bidders having data input devices located at the auction site.
88. (Previously Presented) The method of claim 62, wherein:
the controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 0.2 and 3.5 seconds; and
the modified controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 1.5 and 3.5 seconds.
89. (Previously Presented) The method of claim 62, wherein:
the controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 0.3 and 1.5 seconds; and
the modified controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 1.75 and 2.25 seconds.
90. (Previously Presented) The method of claim 62, wherein:
the controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 0.5 and 1.0 seconds; and
the modified controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 1.75 and 2.25 seconds.

91. (Previously Presented) The method of claim 62, further comprising the action of:
measuring the time between one action of accepting a first bid acceptance signal
beginning a bid acceptance time window and the next subsequent action of
accepting a first bid acceptance signal after beginning a bid acceptance time
window; wherein
the action of adjusting the bid acceptance time window before accepting subsequent
bid acceptance signals to a modified bid acceptance time window by modifying
the variable controlled amount of time delay after broadcasting the asking bid
and before beginning the bid acceptance time window; further comprises
adjusting the adjusting the bid acceptance time window when the time between
subsequent accepting actions reaches a controlled multiple of the time for the
variable controlled amount of time delay.
92. (Previously Presented) The method of claim 91, wherein the controlled multiple is
selected from the range of between about 1 and 3.
93. (Previously Presented) The method of claim 91, wherein the controlled multiple is
selected from the range of between about 1 and 2.
94. (Previously Presented) The method of claim 91, wherein the controlled multiple is
about 1.5.
95. (Previously Presented) The method of claim 62, wherein at least one bid spotter acts
as a bidder on behalf of a plurality of bidders, generating bid acceptance signals
representing a desire to acquire the subject of the auction at a current bid by using the data
input devices communicating over the network to the auction site and wherein if a bid
spotter is the winning bidder, then the bidder on whose behalf the bid spotter made the
winning bid is the bidder who receives the subject of the auction.
96. (Previously Presented) The method of claim 95, wherein at least one bid spotter and
the plurality of bidders on whose behalf the bid spotter is bidding are located at the auction
site.

97. (Previously Presented) The method of claim 95, wherein at least one bid spotter and the plurality of bidders on whose behalf the bid spotter is bidding are located in a remote location from the auction site.
98. (Previously Presented) The method of claim 97, wherein the remote location from the auction site is located in a different city than the auction site.
99. (Previously Presented) The method of claim 97, wherein the remote location from the auction site is located in a different building but in the same complex as the auction site.
100. (Previously Presented) The method of claim 97, wherein the remote location from the auction site is located in a different room but in the same building as the auction site.
101. (Previously Presented) The method of claim 95, wherein at least one of the plurality of bidders using data input devices is a bid spotter and at least one of the plurality of bidders using data input devices is a bidder acting on their own behalf.
102. (Previously Presented) The method of claim 95, wherein at least one of the plurality of bidders on whose behalf the bid spotter is acting as a bidder is also independently generating acceptance signals with a data input device.
103. (Previously Presented) A method for conducting an auction to produce a winning bidder who receives the subject of the auction in exchange for the winning bid, the auction having bidders, where a plurality of bidders have data input devices for communicating over a network to the auction site, comprising:
generating an asking bid;
displaying at the auction site in real-time, the asking bid;
broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices;
generating bid acceptance signals representing a desire to acquire the subject of the auction at a current bid by the bidders using the data input devices communicating over the network to the auction site;

introducing a fixed programmed delay time period before accepting a first of a plurality of bid acceptance signals at the auction site;
monitoring the network for bid acceptance signals;
accepting a first bid acceptance signal after the programmed delay time period;
identifying the bidder whose bid acceptance signal was accepted as the current bidder;
changing the asking bid to the current bid;
generating a second asking bid;
displaying at the auction site in real-time, a second asking bid and the current bid;
broadcasting in real-time over the network the second asking bid and the current bid to at least one of the plurality of bidders having data input devices;
introducing a programmed delay time period before accepting a second of a plurality of bid acceptance signals at the auction site;
monitoring the network for bid acceptance signals;
accepting a first bid acceptance signal after the programmed delay time period;
identifying the bidder whose bid acceptance signal was accepted as the new current bidder; and
changing the second asking bid to the new current bid.

104. (Previously Presented) The method of claim 103, further comprising:
repeating a cycle of generating, displaying, broadcasting, generating, introducing, monitoring, accepting, identifying, and changing, at least one additional cycle, each cycle starting with a new asking bid and ending with a new current bid which was the previous new asking bid and a new current bidder;
terminating the acceptance of bid acceptance signals before a new bid acceptance signal is communicated over the network to the auction site;
identifying the most recent current bid as the winning bid;
identifying the most recent current bidder as the winning bidder; and
closing the auction.

105. (Previously Presented) The method of claim 104, further comprising adjusting the programmed delay time period before accepting bid acceptance signals to a modified programmed delay time period, wherein the adjusting occurs after one delay time period and prior to the next delay time period during the auction.
106. (Previously Presented) The method of claim 105, wherein for at least one cycle during the auction after one delay time period and prior to the next delay time period, the programmed amount of time for delay before accepting bid acceptance signals remains the same.
107. (Previously Presented) The method of claim 103, wherein generating a second asking bid comprises generating a second asking bid by incrementing the current bid by a predetermined amount.
108. (Previously Presented) The method of claim 107, further comprising:
repeating a cycle of generating, displaying, broadcasting, generating, introducing, monitoring, accepting, identifying, and changing each time starting with a new asking bid and ending with a new current bid which was the previous new asking bid and a new current bidder at least one additional cycle;
generating an asking bid by incrementing the most recent current bid by a predetermined amount;
displaying at the auction site in real-time, the most recent generated asking bid and the most recent current bid;
broadcasting in real-time over the network the most recently generated asking bid and the most recent current bid to at least one of the plurality of bidders having data input devices;
delaying the most recent programmed delay time period before accepting bid acceptance signals;
monitoring the network for bid acceptance signals;
terminating the acceptance of bid acceptance signals before a new bid acceptance signal is communicated over the network to the auction site;

identifying the most recent current bid as the winning bid;
identifying the most recent current bidder as the winning bidder; and
closing the auction.

109. (Previously Presented) The method of claim 108, further comprising adjusting the predetermined amount to increment the most recent current bid to a modified predetermined amount to increment the most recent current bid, wherein the adjusting occurs after one generation of an asking bid and prior to the next generation of an asking bid during the auction.
110. (Previously Presented) The method of claim 109, wherein for at least one cycle during the auction after one generation of an asking bid and prior to the next generation of an asking bid the predetermined amount to increment the most recent current bid remains the same.
111. (Previously Presented) The method of claim 103, wherein generating of asking bids comprises generating asking bids in a plurality of currency valuations.
112. (Previously Presented) The method of claim 103, wherein the data input devices comprise telephones and monitoring the network includes sensing dual tone multi-frequency signals generated by the data input devices.
113. (Previously Presented) The method of claim 103, wherein broadcasting comprises broadcasting via television network.
114. (Previously Presented) The method of claim 113, wherein broadcasting via the television network comprises broadcasting via a satellite.
115. (Previously Presented) The method of claim 113, wherein broadcasting via the television network comprises broadcasting via a cable network.
116. (Previously Presented) The method of claim 113, wherein broadcasting via the television network comprises broadcasting via conventional television broadcasting.

117. (Previously Presented) The method of claim 103, wherein the network comprises:
a telephone network selected from the group consisting of a conventional telephone network, cellular network, satellite communications system, and the internet;
and
a video network selected from the group consisting of a satellite communications system, cable broadcast system, conventional television broadcast system, and the internet.
118. (Previously Presented) The method of claim 103, wherein the communication over the network comprises communication of data over the internet.
119. (Previously Presented) The method of claim 103, wherein displaying and broadcasting further comprise displaying and broadcasting information regarding the most recent current bidder.
120. (Previously Presented) The method of claim 119, wherein information regarding the most recent current bidder further comprises identifying the location of the most recent current bidder.
121. (Previously Presented) The method of claim 119, wherein information regarding the most recent current bidder comprises identification of the most recent current bidder.
122. (Previously Presented) The method of claim 103, wherein the auction site comprises the location of at least one computer participating in running the bidding system.
123. (Previously Presented) The method of claim 103, wherein the auction site comprises the location of the auctioneer.
124. (Previously Presented) The method of claim 103, wherein the auction site comprises the location of at least one computer participating in running the bidding system and the location of the auctioneer.

125. (Previously Presented) The method of claim 124, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same building.
126. (Previously Presented) The method of claim 124, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same complex.
127. (Previously Presented) The method of claim 124, wherein the auctioneer is located in a different building than the at least one computer participating in running the bidding system and hence wherein the auction site comprises more than one location.
128. (Previously Presented) The method of claim 103, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site.
129. (Previously Presented) The method of claim 128, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different city than the auction site.
130. (Previously Presented) The method of claim 128, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different building but in the same complex as the auction site.
131. (Previously Presented) The method of claim 128, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different room but in the same building as the auction site.
132. (Previously Presented) The method of claim 128, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in the same hall as the auction site but is in a portion of the hall where the bidder is relying on the broadcast and a data input device to successfully participate in the auction.

133. (Previously Presented) The method of claim 103, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located at the auction site.
134. (Previously Presented) The method of claim 103, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site and to at least one of the plurality of bidders having data input devices located at the auction site.
135. (Previously Presented) The method of claim 103, wherein:
the programmed delay time period is a controlled amount selected from the range of between 0.2 and 3.5 seconds.
136. (Previously Presented) The method of claim 103, wherein:
the programmed delay time period is a controlled amount selected from the range of between 0.3 and 1.5 seconds.
137. (Previously Presented) The method of claim 103, wherein:
the programmed delay time period is a controlled amount selected from the range of between 0.5 and 1.0 seconds.
138. (Previously Presented) The method of claim 103, wherein at least one bid spotter acts as a bidder on behalf of a plurality of bidders, generating bid acceptance signals representing a desire to acquire the subject of the auction at a current bid by using the data input devices communicating over the network to the auction site and wherein if a bid spotter is the winning bidder, then the bidder on whose behalf the bid spotter made the winning bid is the bidder who receives the subject of the auction.

139. (Previously Presented) The method of claim 138, wherein at least one bid spotter and the plurality of bidders on whose behalf the bid spotter is bidding are located at the auction site.
140. (Previously Presented) The method of claim 138, wherein at least one bid spotter and the plurality of bidders on whose behalf the bid spotter is bidding are located in a remote location from the auction site.
141. (Previously Presented) The method of claim 140, wherein the remote location from the auction site is located in a different city than the auction site.
142. (Previously Presented) The method of claim 140, wherein the remote location from the auction site is located in a different building but in the same complex as the auction site.
143. (Previously Presented) The method of claim 140, wherein the remote location from the auction site is located in a different room but in the same building as the auction site.
144. (Previously Presented) The method of claim 138, wherein at least one of the plurality of bidders using data input devices is a bid spotter and at least one of the plurality of bidders using data input devices is a bidder acting on their own behalf.
145. (Previously Presented) The method of claim 138, wherein at least one of the plurality of bidders on whose behalf the bid spotter is acting as a bidder is also independently generating acceptance signals with a data input device.
146. (Currently Amended) A method for conducting an auction to produce a winning bidder who receives the subject of the auction in exchange for the winning bid, the auction having bidders, where a plurality of bidders have data input devices for communicating over a first network to the auction site and wherein information from the auction site is broadcast to at least one of the plurality of bidders having data input devices over a second network, comprising;
generating an asking bid;
displaying at the auction site in real-time, the asking bid;

broadcasting in real-time over the second network the asking bid to at least one of the plurality of bidders having data input devices;
generating bid acceptance signals representing a desire to acquire the subject of the auction at a current bid by the bidders using the data input devices communicating over the first network to the auction site;
beginning a bid acceptance time window in which to accept bid acceptance signals after delaying a controlled amount of time following ~~broadcasting~~ accepting the prior asking bid;
monitoring the first network for bid acceptance signals;
accepting a first bid acceptance signal after the bid acceptance time window begins;
terminating the bid acceptance time window after receiving the first bid acceptance signal and prior to receiving any subsequent bid acceptance signals;
identifying the bidder whose bid acceptance signal was accepted as the current bid;
changing the asking bid to the current bid;
repeating at least one additional cycle of generating, displaying, broadcasting, generating, beginning, monitoring, accepting, terminating, identifying, and changing, wherein each cycle starts with a new asking bid and ends with a new current bid which was the preceding new asking bid.

147. (Previously Presented) The method of claim 146, further comprising the following actions in a cycle after identifying the bidder whose bid acceptance signal was accepted as the current bid and before displaying or broadcasting the new asking bid in the next cycle:

generating a response communicating confirmation of bid acceptance and communicating the response over the first network to the bidder having the current bid; and
generating a response communicating bid not accepted and communicating the response over the first network to each bidder who communicates a bid acceptance received after the bid acceptance time window terminated.

148. (Previously Presented) The method of claim 146, wherein the controlled amount of time to delay following broadcasting the asking bid and before opening the bid acceptance window is a variable controlled amount of time.
149. (Previously Presented) The method of claim 146, wherein the auction site comprises the location of at least one computer participating in running the bidding system.
150. (Previously Presented) The method of claim 146, wherein the auction site comprises the location of the auctioneer.
151. (Previously Presented) The method of claim 146, wherein the auction site comprises the location of at least one computer participating in running the bidding system and the location of the auctioneer.
152. (Previously Presented) The method of claim 151, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same building.
153. (Previously Presented) The method of claim 151, wherein the at least one computer participating in running the bidding system and the auctioneer are located in the same complex.
154. (Previously Presented) The method of claim 151, wherein the auctioneer is located in a different building than the at least one computer participating in running the bidding system and hence wherein the auction site comprises more than one location.
155. (Previously Presented) The method of claim 146, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site.

156. (Previously Presented) The method of claim 155, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different city than the auction site.
157. (Previously Presented) The method of claim 155, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different building but in the same complex as the auction site.
158. (Previously Presented) The method of claim 155, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in a different room but in the same building as the auction site.
159. (Previously Presented) The method of claim 155, wherein at least one bidder receiving a broadcast while located in a remote location from the auction site is located in the same hall as the auction site but is in a portion of the hall where the bidder is relying on the broadcast and a data input device to successfully participate in the auction.
160. (Previously Presented) The method of claim 146, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located at the auction site.
161. (Previously Presented) The method of claim 146, wherein broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices comprises broadcasting in real-time over the network the asking bid to at least one of the plurality of bidders having data input devices located in a remote location from the auction site and to at least one of the plurality of bidders having data input devices located at the auction site.
162. (Previously Presented) The method of claim 146, wherein:
the controlled amount of time for delay following broadcasting the asking bid is a controlled amount selected from the range of between 0.2 and 3.5 seconds.

163. (Previously Presented) The method of claim 146, wherein:
the controlled amount of time for delay following broadcasting the asking bid is a
controlled amount selected from the range of between 0.3 and 1.5 seconds.
164. (Previously Presented) The method of claim 146, wherein:
the controlled amount of time for delay following broadcasting the asking bid is a
controlled amount selected from the range of between 0.5 and 1.0 seconds.
165. (Previously Presented) The method of claim 146, wherein at least one bid spotter
acts as a bidder on behalf of a plurality of bidders, generating bid acceptance signals
representing a desire to acquire the subject of the auction at a current bid by using the data
input devices communicating over the network to the auction site and wherein if a bid
spotter is the winning bidder, then the bidder on whose behalf the bid spotter made the
winning bid is the bidder who receives the subject of the auction.
166. (Previously Presented) The method of claim 165, wherein at least one bid spotter
and the plurality of bidders on whose behalf the bid spotter is bidding are located at the
auction site.
167. (Previously Presented) The method of claim 165, wherein at least one bid spotter
and the plurality of bidders on whose behalf the bid spotter is bidding are located in a
remote location from the auction site.
168. (Previously Presented) The method of claim 167, wherein the remote location from
the auction site is located in a different city than the auction site.
169. (Previously Presented) The method of claim 167, wherein the remote location from
the auction site is located in a different building but in the same complex as the auction site.
170. (Previously Presented) The method of claim 167, wherein the remote location from
the auction site is located in a different room but in the same building as the auction site.

171. (Previously Presented) The method of claim 165, wherein at least one of the plurality of bidders using data input devices is a bid spotter and at least one of the plurality of bidders using data input devices is a bidder acting on their own behalf.
172. (Previously Presented) The method of claim 165, wherein at least one of the plurality of bidders on whose behalf the bid spotter is acting as a bidder is also independently generating acceptance signals with a data input device.
173. (New) The method of claim 103, wherein the fixed programmed delay time period before accepting a first of a plurality of bid acceptance signals at the auction site is introduced after acceptance of the prior bid.
174. (New) The method of claim 173, wherein the fixed programmed delay time period before accepting a first of a plurality of bid acceptance signals at the auction site is introduced after generating an asking bid.
175. (New) The method of claim 173, wherein the fixed programmed delay time period before accepting a first of a plurality of bid acceptance signals at the auction site is introduced after broadcasting in real-time over the network the asking bid.
176. (New) The method of claim 146, wherein the bid acceptance time window is begun after delaying a controlled amount of time following generating the asking bid.
177. (New) The method of claim 176, wherein the bid acceptance time window is begun after delaying a controlled amount of time following broadcasting the asking bid.